LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 140 - (PROFIT) - Req. No. 85666 - Page, 4/c - (9 3/4 x 11 1/4 inches)
Printed in U.S.A.
Supplements, 1985

New Players Lights 25's because...

"25 for the price of 20 is 5 smokes profit."

Count 'em.
25
premium quality cigarettes for the price of 20.

Kings: 10 mg "tar," 0.8 mg nicotine
100's: 12 mg "tar," 0.9 mg nicotine
av. per cigarette by FTC method

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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MV's suggested pricing based on full price brands. Not available in all areas.

Source: https://www.industrydocuments.ucsf.edu/docs/xykh0003
2061190990